

## **National Infant Immunization Week Sample Checklist**

### **Advisory Committee**

- ☐ Recruit Advisory Committee
- ☐ Host Advisory Committee meeting
  - Location
  - Date
  - Time
- ☐ Invite Advisory Committee members

### **Roles of Advisory Committee**

- ☐ Check possible conflicts with other events
- ☐ Advise on site/location (If outdoors, also select an alternate bad weather site.)
- ☐ Develop theme or adopt national theme
- ☐ Advise on program content (approx. 30 minutes)
- ☐ Recruit local celebrities/VIPs
- ☐ Recruit children to participate and secure transportation
- ☐ Develop local invitation list (include local government officials, legislators, community leaders, health officials, and others)
- ☐ Recruit volunteers
- ☐ Determine recognition awards
- ☐ Recruit entertainment and develop children's program
- ☐ Assist with media (develop media list, schedule call outs)
- ☐ Identify and recruit emcee
- ☐ Invite VIPs (Include governor, HHS, mayor, senators and members of congress and staff, state legislators, city officials, other VIPs)
- ☐ Invite celebrities
- ☐ Invite speakers and other participants
- ☐ Design, print and mail invitations
- ☐ Compile RSVPs
- ☐ Secure VIP transportation and hotel
- ☐ Create recognition awards
- ☐ Design and print programs, banners, name tags, posters, directional signs, speaker table tents, and podium signage
- ☐ Write script/talking points for emcee
- ☐ Write speaker remarks/talking points, where appropriate
- ☐ Media Relations
  - Write media advisory
  - Write press releases
  - Develop and produce media kit
    - Press release
    - Program

## Background Information

Fact sheets

Immunization schedule

Bios

Remarks

Other

- Develop a media list
- Do media mailing and media call outs - Put event on wire day books
- Schedule media interviews
- Site media relations

## ☐ Logistical Support

- Secure appropriate permits, if needed
- Site logistics
  - Room set-up (chairs, tables, head table, etc.)
  - Security
  - Restrooms
  - Handicapped accessible
  - Parking
  - Media area
  - Media interview area
  - Reception Area
  - Hang banners and directional signage
- AV
  - Podium
  - Microphones/speakers
  - TV (2)
  - VCR
  - Slide projector and screen and/or LCD panel, computer and screen
  - Easels
  - Mult box for media
  - Electrical outlets
- Media Relations

## ☐ VIP Reception

## ☐ Thank you letters

## ☐ Evaluation